

FIG. 1

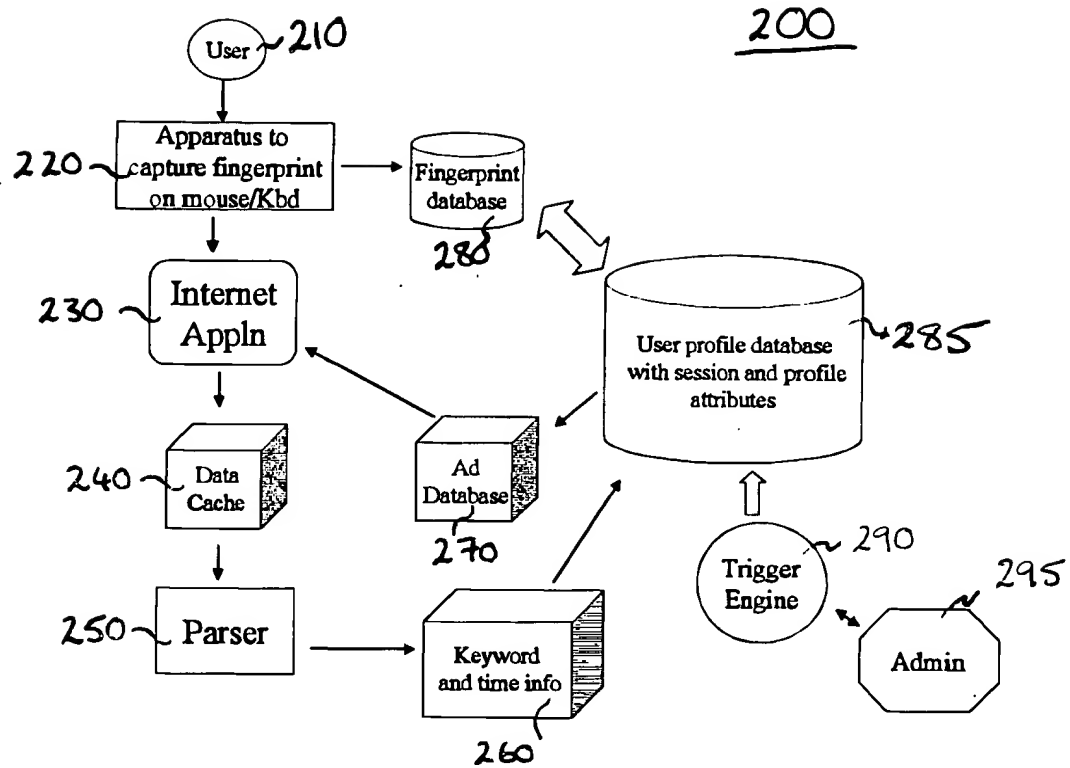


FIG. 2

Profile traits	Attributes	Profile Attribute values	Session Attribute Values				
			S1	S2	S3	S4	S5
Economic strata	Very high	1	1	1			
	High	4		4	5	6	
	Medium	9	9	9	9		
	Low	2				1	1
	Very low	1					1
Age group	Child	2	2	2	2		
	Teenager	3	5	3	1	4	2
	Adult	8	9	9	7	8	8
	Senior Citizen	7		7	7	7	
Gender	Male	4		4	4		
	Female	8	9	8	9	8	7
Educational background	High school	2	1	2	3	2	
	College	3	2	3	3	3	3
	Under Graduate	6	7	8	5	6	4
	Graduate	5	6	5		5	
	Post graduate	4	2	5	4	4	
Technical interest	Basic Sciences	4	4	5	2	3	
	Engineering Sciences	5	3	6	5	6	5
	Social Sciences	1				1	1
	History	1	1	1			
	Geography						
Profession	Employee in private firm	8	8	8	7	9	
	Govt. Employee	4	7	4	4	3	5
	Free lancer	4	4	4	4	4	
	Own Business	5				5	5
Special interests	Movies	9	9		9	9	9
	Music	8		8	8	8	6
	Sport	7	7		7	7	
	Stamps	1	1				
	Coins	2		2	2		
	Paintings	8			8	8	8
	Travel	7		7	9	8	2
	Photography	9	8	9	9	8	9

FIG. 3

Keywords	Time Spent	Attribute	Session Attribute Value
Camera	5 of 15 minutes	Photography	6
Tom cruise	10 of 15 minutes	Movies	9
Maradona	7 of 15 minutes	Sport	7
		Soccer	8
BMW	2 of 10 minutes	Cars	5
		Economic strata - High	6
Isaac Asimov	5 of 6 minutes	Books	6
		Science Fiction	8

Fig. 4

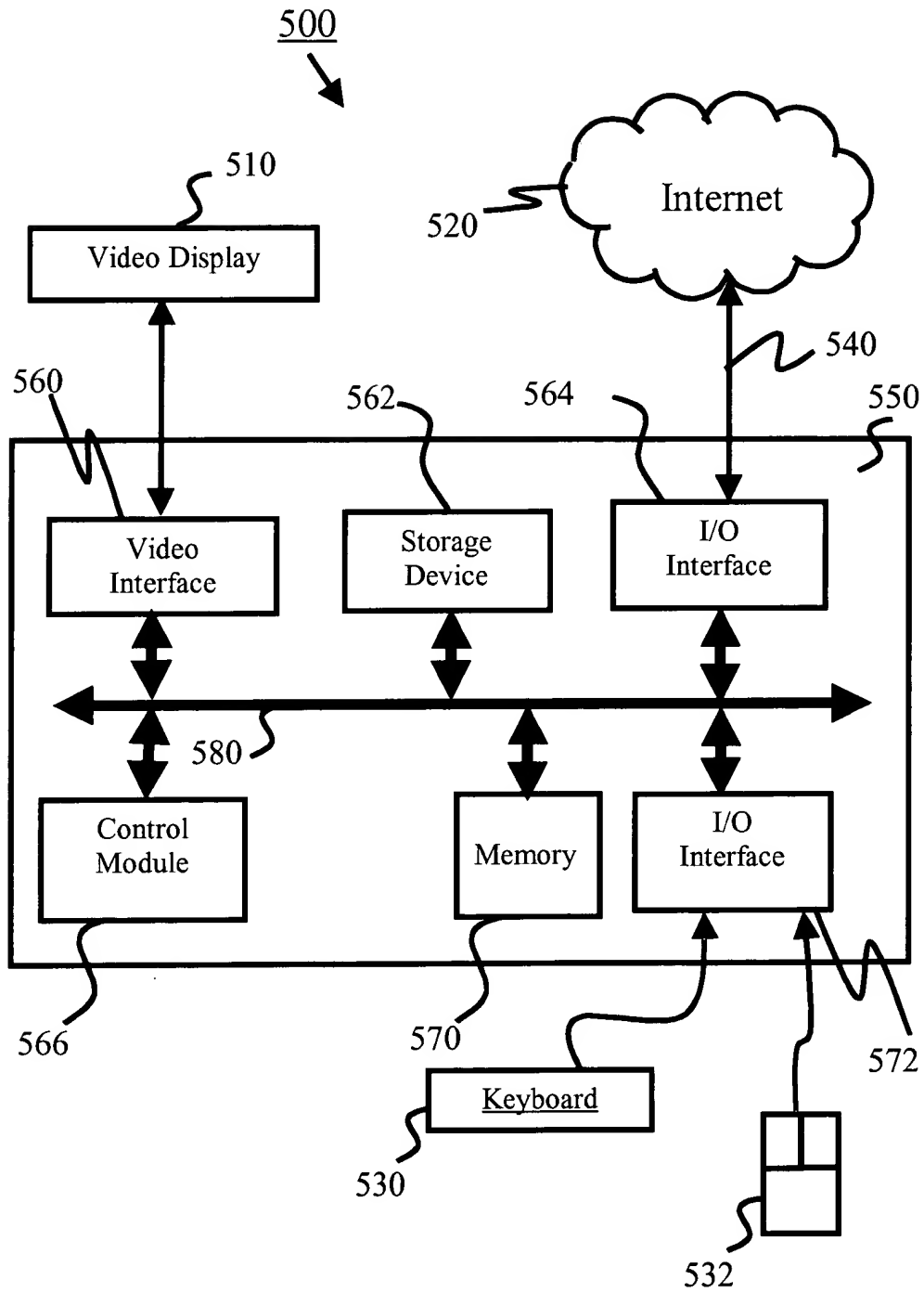


FIG. 5